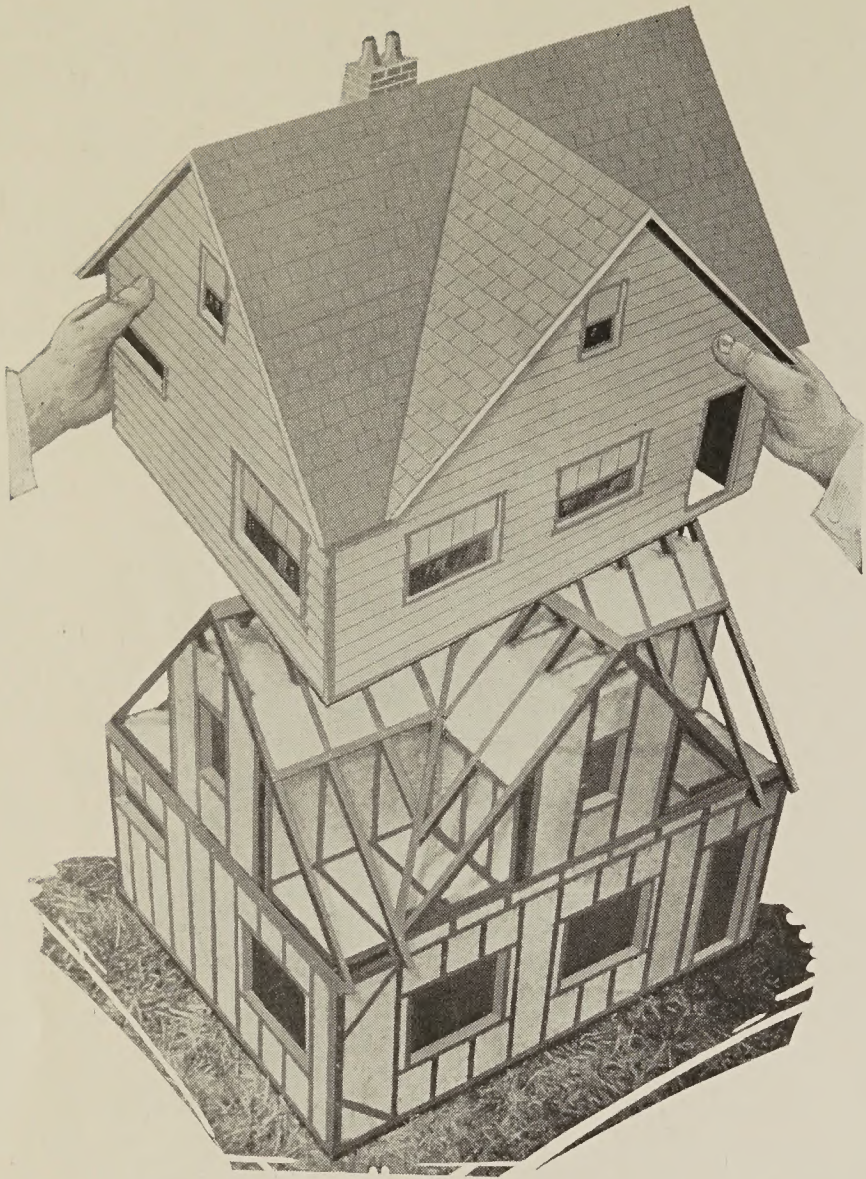




NEW COMFORT *for the* **MODERN HOME**
--- **AT ANY TEMPERATURE!**





ROCKWOOL

BLOWN-IN

COMFORT

● HOW TO BE COMFORTABLE

THE EMPLOYMENT of light, porous materials such as feathers, snow, grass, reeds, cotton and wool as a protection against Winter's Cold and Summer's Heat has always been a common practice with primitive peoples. We, modern and supposedly enlightened people, who do not build our homes with our own hands, but live in homes built by others, have come to disregard the primitive instinct to "feather one's nest". The result is that literally millions of homes have been built *without regard to construction from a thermal resistance standpoint*. We have been content to live in homes that are mere shells, enduring Winter's chills and Summer's heat with less real protection than primitive people.

During the past few years, with the development of modern methods of heating and air conditioning, we have been aroused to the fact that it isn't necessary to chill in the Winter or swelter in the Summer—we can *actually be comfortable the year 'round at any temperature*.

With a little "primitive thinking" we recognize that the fundamental step in making one's self comfortable is to "feather one's nest"—in other words to insulate. How to insulate a home already built and what to insulate with, is the subject of this booklet.

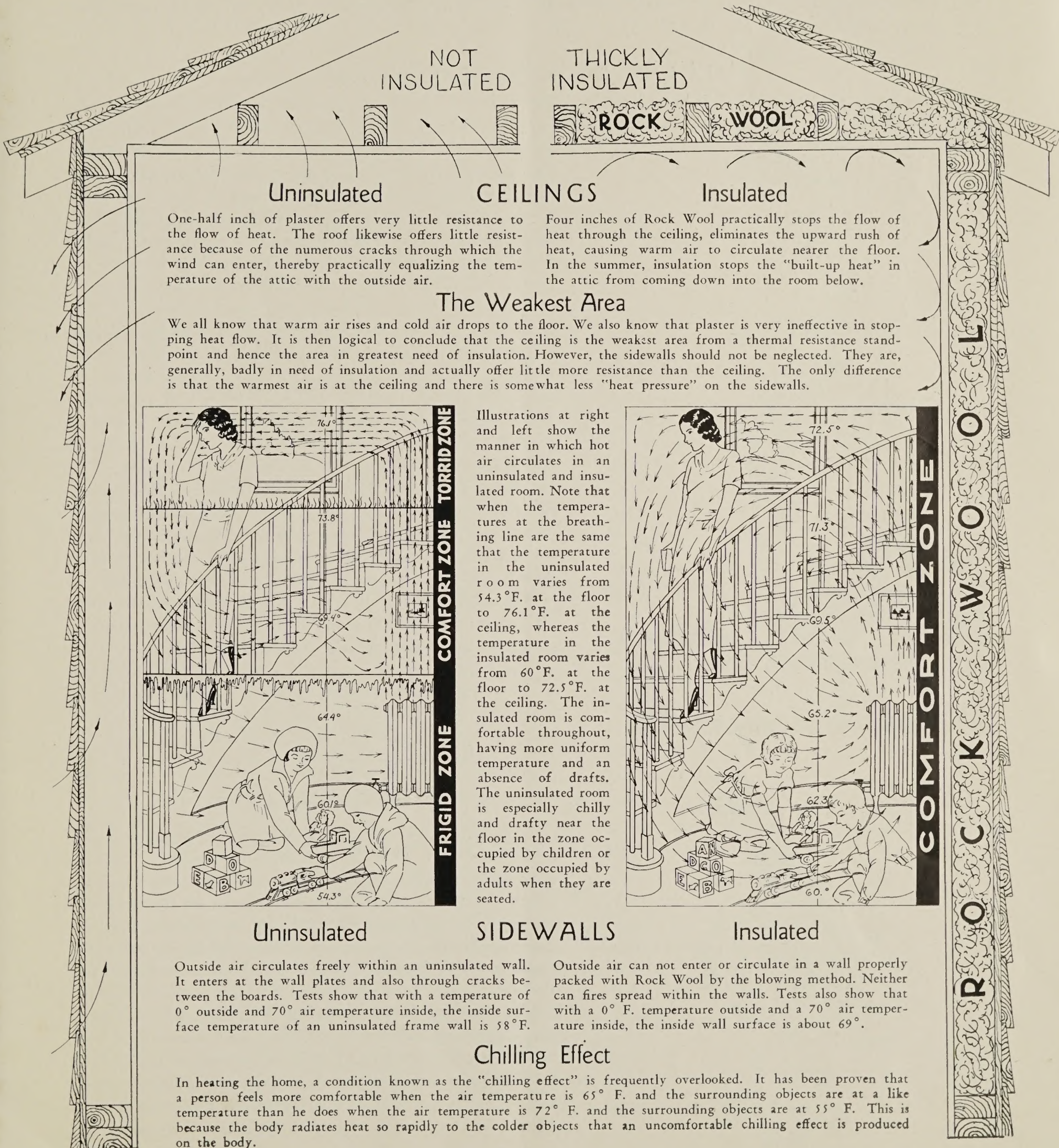
Briefly, the "Blowing Method" is simply the installing of Rock Wool by a pneumatic conveyor. The equipment is parked at the curb or in the drive-way and the Rock Wool is blown, under uniform pressure, through a large hose and packed between the studding of the wall or over the ceiling between the floor joists. There is very little noise or muss and only two or three day's time is required to completely insulate the average size home.

The Rock Wool, which stops the heat loss, has the appearance and texture of sheep's wool, yet it is made entirely from stone, by melting and blowing the stone with a blast of steam, while in the molten state. Tiny, tough annealed fibers are formed which mat together entrapping millions of minute air spaces that give Rock Wool its excellent heat insulating properties. Having a chemical analysis similar to glass, it is absolutely non-combustible and everlasting. When installed in a home, permanent and effective insulation is assured throughout the life of the structure.

During the past three years, thousands of homes have been made comfortable and economical to heat by the pneumatic insulating method. It is no longer an experiment. Trained crews and proper equipments are now available in every part of the country for insulating homes of any type of construction whether brick, stucco or wood. Top floor ceilings, whether floored or unfloored, are easy to insulate by the blowing method. Experience and proper tools make the most difficult construction easy to insulate. Incidentally, the ceiling is the place where heat escapes most easily. The plaster offers very little resistance. Thick, adequate insulation at this point gives surprising results in fuel savings and comfort.

● UNSEEN QUALITIES

THAT MAKE A DIFFERENCE



NOT
INSULATED

THICKLY
INSULATED

ROCK

WOOL

Uninsulated

CEILINGS

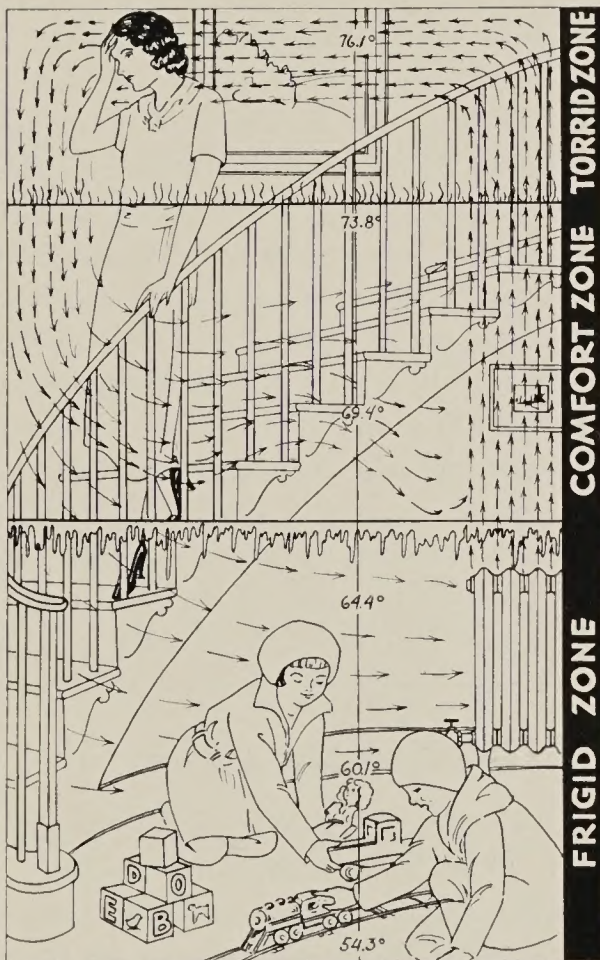
Insulated

One-half inch of plaster offers very little resistance to the flow of heat. The roof likewise offers little resistance because of the numerous cracks through which the wind can enter, thereby practically equalizing the temperature of the attic with the outside air.

Four inches of Rock Wool practically stops the flow of heat through the ceiling, eliminates the upward rush of heat, causing warm air to circulate nearer the floor. In the summer, insulation stops the "built-up heat" in the attic from coming down into the room below.

The Weakest Area

We all know that warm air rises and cold air drops to the floor. We also know that plaster is very ineffective in stopping heat flow. It is then logical to conclude that the ceiling is the weakest area from a thermal resistance standpoint and hence the area in greatest need of insulation. However, the sidewalls should not be neglected. They are, generally, badly in need of insulation and actually offer little more resistance than the ceiling. The only difference is that the warmest air is at the ceiling and there is somewhat less "heat pressure" on the sidewalls.

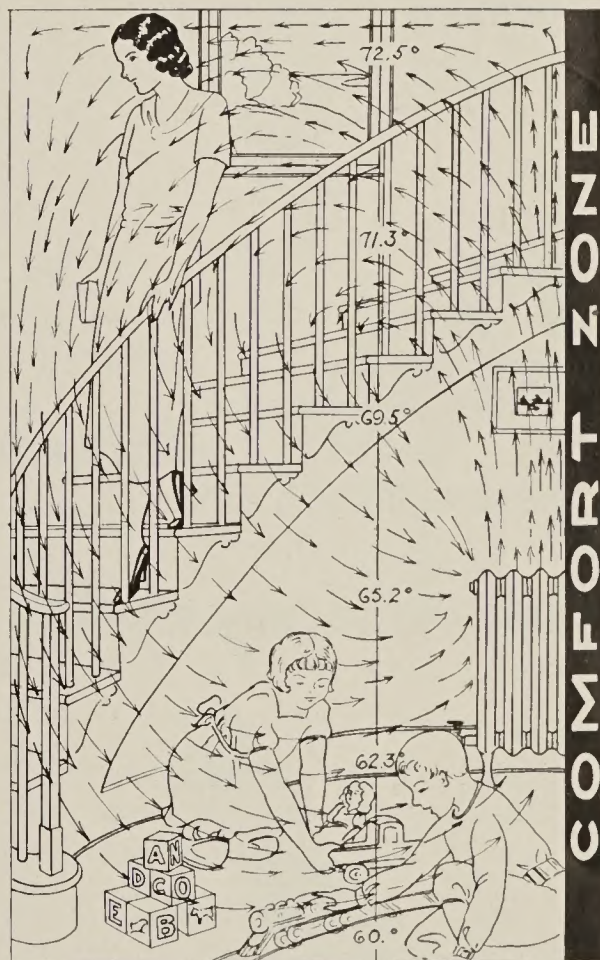


Uninsulated

SIDEWALLS

Insulated

Illustrations at right and left show the manner in which hot air circulates in an uninsulated and insulated room. Note that when the temperatures at the breathing line are the same that the temperature in the uninsulated room varies from 54.3°F. at the floor to 76.1°F. at the ceiling, whereas the temperature in the insulated room varies from 60°F. at the floor to 72.5°F. at the ceiling. The insulated room is comfortable throughout, having more uniform temperature and an absence of drafts. The uninsulated room is especially chilly and drafty near the floor in the zone occupied by children or the zone occupied by adults when they are seated.



Outside air circulates freely within an uninsulated wall. It enters at the wall plates and also through cracks between the boards. Tests show that with a temperature of 0° outside and 70° air temperature inside, the inside surface temperature of an uninsulated frame wall is 58°F.

Outside air can not enter or circulate in a wall properly packed with Rock Wool by the blowing method. Neither can fires spread within the walls. Tests also show that with a 0° F. temperature outside and a 70° air temperature inside, the inside wall surface is about 69°.

Chilling Effect

In heating the home, a condition known as the "chilling effect" is frequently overlooked. It has been proven that a person feels more comfortable when the air temperature is 65° F. and the surrounding objects are at a like temperature than he does when the air temperature is 72° F. and the surrounding objects are at 55° F. This is because the body radiates heat so rapidly to the colder objects that an uncomfortable chilling effect is produced on the body.

● FUEL SAVINGS

THE HEAT RESISTANCE of a home determines the economy with which it can be heated comfortably. By the installation of 3½" to 4" of Rock Wool over the ceiling and between the sidewalls of a home, 30% to 40% of the fuel can be saved. You have probably heard similar claims for weatherstripping, stokers, etc., and have remarked, "Why, pretty soon I will have fuel to sell."

Let Us Analyze the Burning of Your Fuel

Say for instance, 12 tons of coal is burned yearly before insulating. As soon as any of this coal is put in the furnace, a 30% to 40% loss takes place due to the inefficiency of the boiler. This amounts to about 3.6 tons of coal per year. Experience

shows that heat from 4.6 tons of coal will be lost through the roof and sidewalls of the house; the heat from about 1.7 tons of coal will be lost through the glass and the heat from about 2.1 tons of coal will be lost by ex-filtration through cracks about doors and windows or directly through the plaster itself, making a total loss of 12 tons of coal per year. The heat from the entire 12 tons of coal escapes. Whatever good it does depends on how long the heat can be kept in the house. A savings of 78% of the heat that would ordinarily be lost through the sidewalls and roof results from insulating with 3⅝" of Gimco Rock Wool. This amounts to about 3.59 tons of coal each year. As less fuel is burned, a smaller "boiler efficiency loss" takes place. This savings should be credited to the insulation. It amounts to about 1.1 tons of coal each year. A savings of .1 to .2 tons of coal results from caulking the window and door frames. This too, should be credited to the insulation, making a total savings of 4.79 tons of coal or a savings of 40%. In actual performance, this savings may be less because the entire house is kept much warmer and a person tends to be extravagant with heat when he feels that the cost is not as great as it has been in the past.

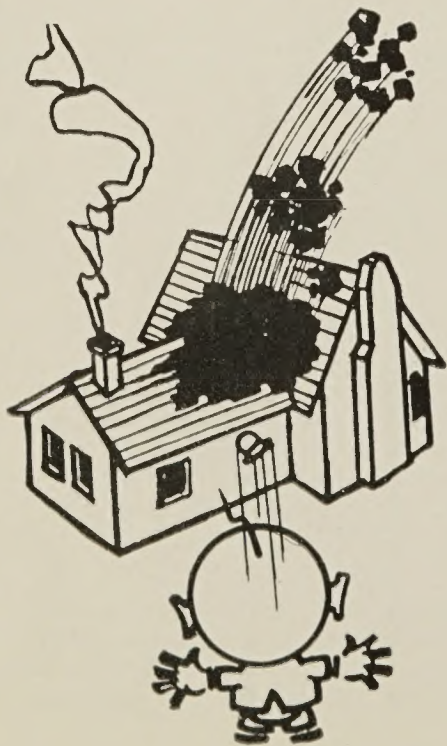
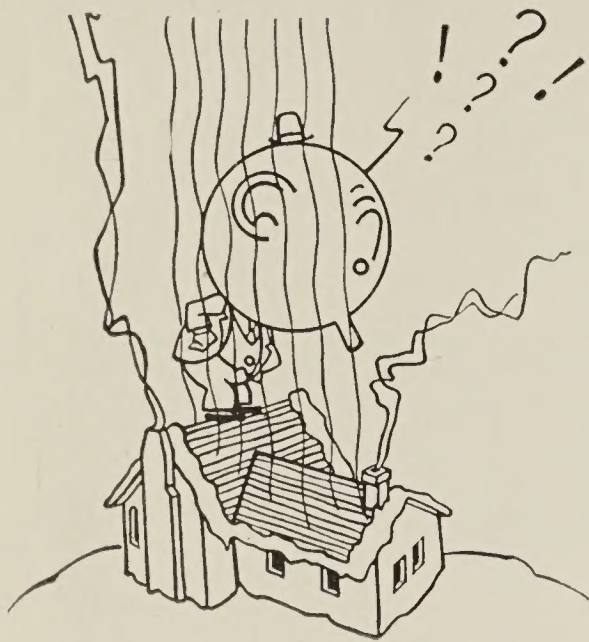
If the coal costs \$7.50 per ton and the insulation saves about 4.8 tons of coal, there is a savings of \$36.00. This amounts to a 10% annual return on a \$360.00 investment.

In addition to the actual fuel savings involved, there will be fewer trips to the basement to tend the furnace, less fuel to handle and less ashes to dispose of (if you use coal). All this means less work for the individual who handles the furnace and conversely less wear on the furnace being tended.

FACTS --- Not Claims

Perhaps you are still skeptical about fuel savings claims. We don't blame you. There are so many such claims it is hard to know which to believe; however, have you ever noticed how the snow melts off a roof leaving unmelted snow on the overhanging eaves? That is caused by the heat as it escapes from the rooms below. Have you ever noticed in the Spring when you are redecorating how lath marks show on the ceiling—that is dust that filtered from the hot air as it passed out through the ceiling. Adequate insulation properly applied will stop such things, proving *insulation doesn't let the heat flow out*.

Briefly, if your house leaked water when it rains like it leaks heat when it is cold, you would most certainly do something about it—if it is uninsulated, we assure you Gimco Rock Wool will stop the heat loss as effectively as a new roof stops the rain.



● SUMMER COMFORT

WOULD YOU like to escape the misery of long sleepless nights in "bake oven" bedrooms this Summer? Would you like to make your home cool and comfortable, upstairs and down, on even the hottest days? Certainly you would, providing it would not cost too much.

We can give you a positive barrier against the scorching rays of mid-summer sun—keep out the mid-day heat—keep in the refreshing coolness of the night—make your home eight to twelve degrees cooler. And you'll be amazed that it can be done so quickly, so easily, and at such small cost.

A thick layer of Gimco Rock Wool, the light, fluffy, fireproof insulator, is the answer. It can be blown into the walls and over the ceiling of your home, quickly, easily and without bother. It makes the walls and roof of your home as impervious to heat entry as the finest refrigerator.

Mark Twain says:

"Everybody talks about the weather
but nobody does anything about it"

but---

Something CAN Be Done

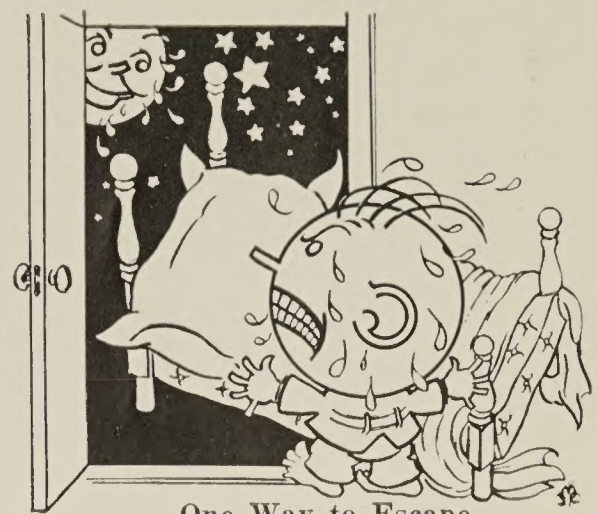
What's the use of sweating and complaining about the heat? You can't keep the blistering sun off your home, but you can keep it from coming in and making bake-ovens of your bedrooms—from storing up mid-day heat to torture you all through the night.

A thick, fluffy layer of Gimco Rock Wool Insulation blown into the walls and over the ceiling of your home will forever shut out the scorching summer heat—keep in the refreshing coolness of the night—and make the temperature on the top floor within one to two degrees of the lower floors.

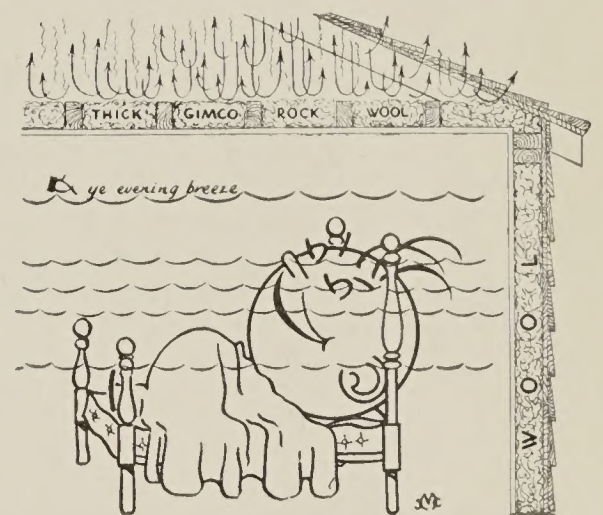
Since something can be done why not do it? Why put off being comfortable the year 'round? Why tax the health of your family and your own health by enduring winter's chill and summer's heat without the protection that is available at a surprisingly low cost. Ask a Gimco dealer today how much it costs to be comfortable.

Stored Heat

Did you ever notice how much hotter it is in the attic in the summer time? It's actually hotter in the attic than it is outside in the sun. That's because the heat stores up in there—thousands of Btus. After the sun goes down, this stored up heat begins to leave, and a big part of it comes down through the top floor attic ceiling into the rooms below, keeping them hot for hours. Now, if the ceiling had a thick layer of insulation, the stored up heat could not come through into the rooms below. The result would be that as soon as the cool evening breezes began to blow, the rooms would cool off almost immediately and a comfortable night's rest could be gotten during the hottest weather.



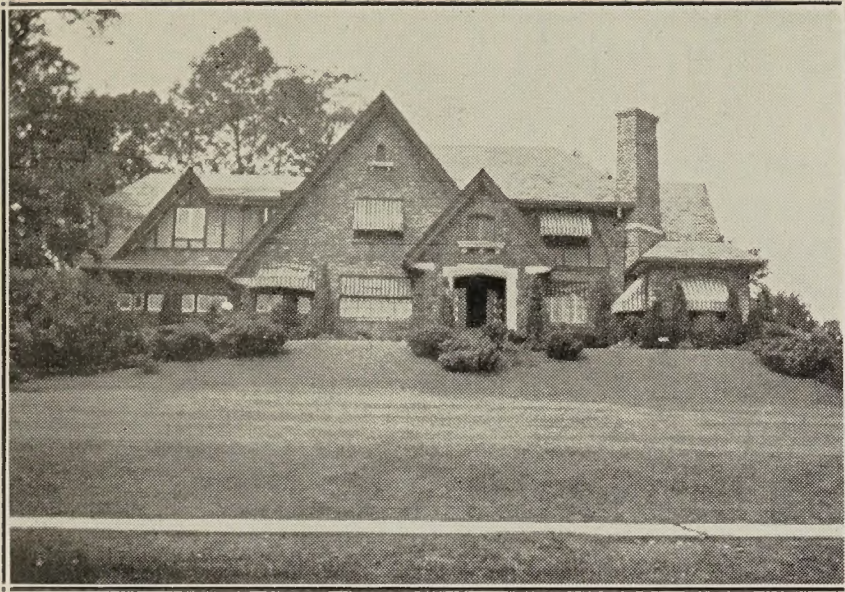
One Way to Escape



The Gimco Way



Stored Up Heat



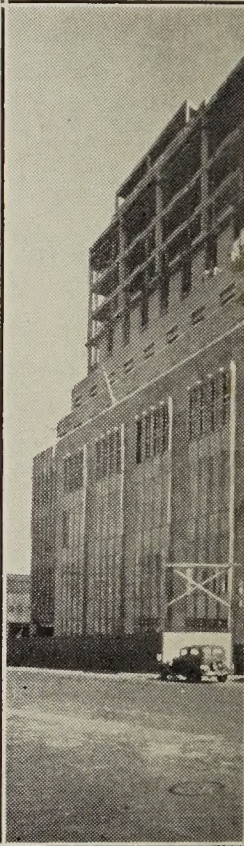
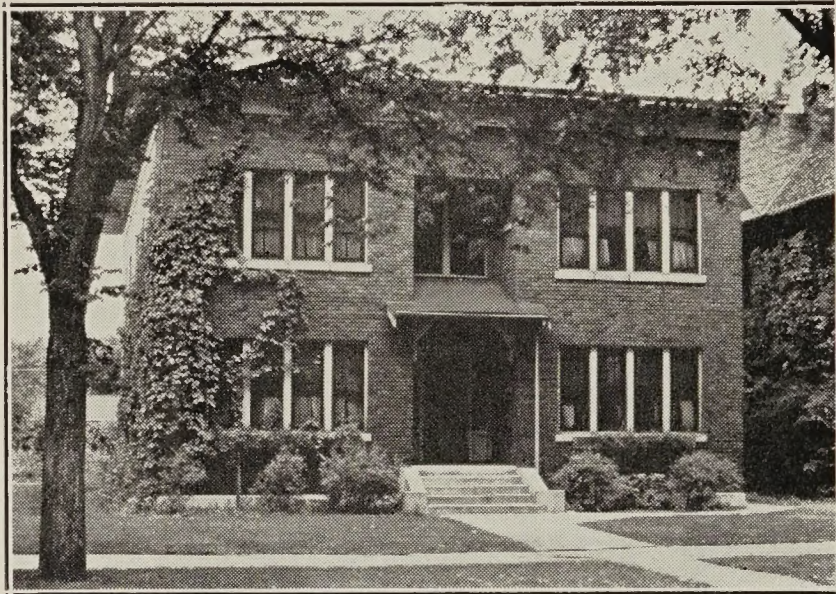
"BLOWN IN" ADAPTABLE TO

A HOME or industrial building that was not insulated when built can be insulated by this modern process and at a lower cost than was possible when it was built. By this modern method, a home can be thoroughly and uniformly insulated. It is necessary only to remove a clapboard, brick or stone, and bore a small hole. The opening and light, fluffy granulated wool is blown into the space. The wool is then packed tight enough that it cannot settle. This is the only positive method known for insulating side walls effectively, after they have been built.

This operation while possibly difficult to the average mechanic, can be done by the experienced and proper equipment. The below cut shows some of the tools and equipment used.

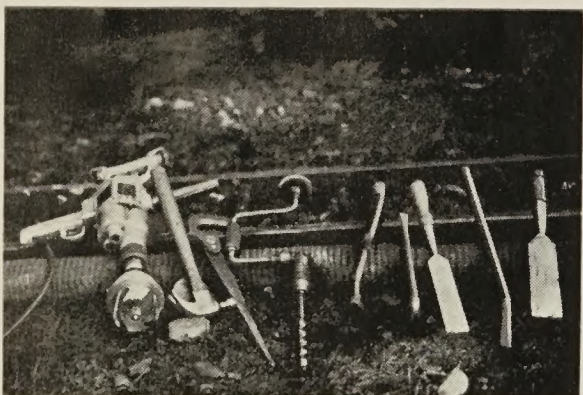
Large Homes - Small Homes

Large Homes, Medium Sized Homes and Small Homes are all more comfortable when thoroughly insulated with Gimco Rock Wool and every type of construction can be insulated by the pneumatic insulating process. Every home can be heated more economically and more uniformly during the Winter. Every home can be made cooler during the Summer. Why deny your family and yourself the comforts that modern insulation can give! Consult the Gimco Dealer, he will gladly estimate the cost of insulating your home without obligation.



Apartments

Every apartment owner or manager has experienced the difficulty of keeping top floor apartments rented during hot weather. Most apartments have a flat roof which is very close to the top floor ceiling, in fact, the roof and ceiling are so close in many places that there is not room for a workman to pass between them, yet they can be thoroughly insulated by the blowing process. We have insulated hundreds of such ceilings, greatly to the satisfaction of the tenant below. In many cases, the top floor apartments become the quietest, most comfortable and desirable apartments in the building.



Tools and Equipment

Proper tools and equipment make it possible to do a hard job well. There is an old axiom among builders that a workman's tools and equipment are the best indication as to his ability and understanding of the job. Not every workman understands or is equipped to do insulating work; therefore, we urge you to consult an Authorized Gimco Dealer or Approved Contractor. Ask to see his equipment—he will be glad to show you as he has the proper equipment and trained workmen. You are entitled to know of his reliability and he welcomes the opportunity of showing you what he has to offer. Reliability is certainly the most important consideration in any transaction.

Insulating Side Walls



The pictures at the right and left show the manner in which side walls are insulated. Notice that the siding is removed and a round hole is cut in the sheathing with an electrical circular saw. The nozzle of the conveyor hose is then inserted in the hole and small nodules of Rock Wool are forced through the hose and down between the wall under uniform air pressure. The Wool is literally pumped into the wall until it has packed tight enough that it cannot settle. This is the only positive method known for insulating side walls effectively, after they have been built.

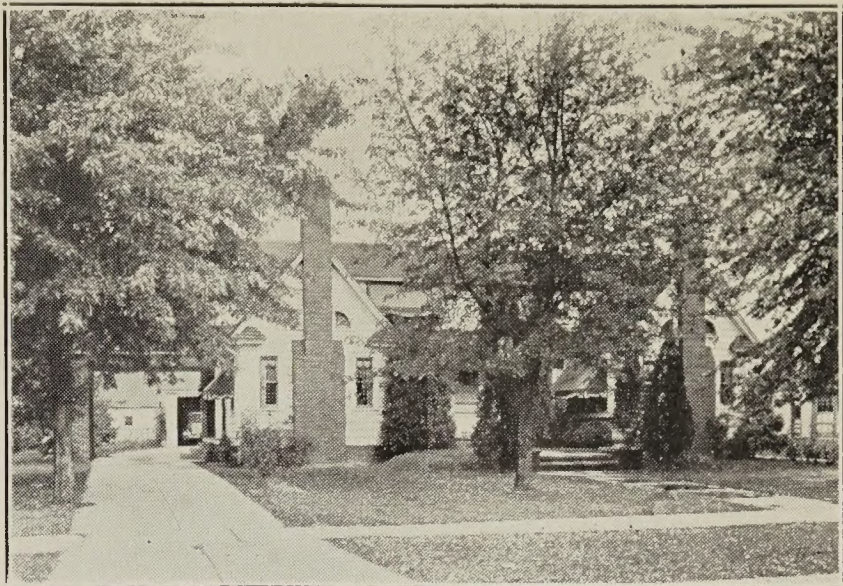


Pot

The above Post Office building is a fine example of the new insulating innovation in window treatment but has several other interesting features and construction details. The window mullions are insulated so that the radiator can run within them. They are then blown full of Rock Wool at once insulating the entire construction and making it non-conductive.

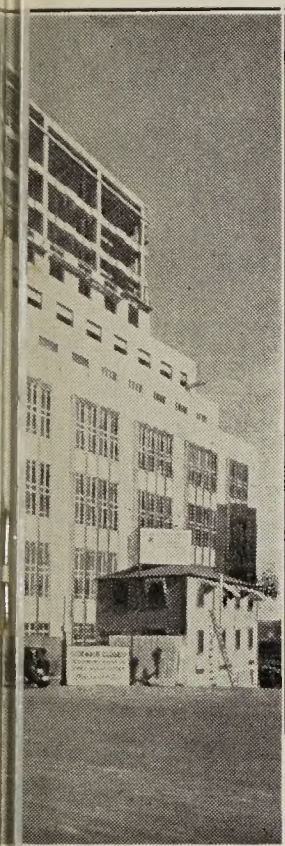
INSULATION EVERY STRUCTURE

ys built can now be thoroughly insulated by the Gimco Blowing pro-
nantly insulated regardless of it's age or type of construction. It is
he through the sheathing. A pneumatic conveyor hose is inserted into
etween the studding until it has been entirely filled with fireproof,
omplished easily by our specialists in this work, because of their ex-
at have been especially designed for this work.



Care In Application

No type of construction presents any unusual diffi-
culty or problem to our experienced Insulators. We
realize, however, that any Home Owner who takes
enough interest in his home to make it more comfort-
able by insulating it will naturally take enough inter-
est in his home to not want it damaged in any way
by the installation method. Therefore, the utmost
care and thought is taken to replace any opening ex-
actly as it was originally. The blowing equipment is
usually left in the street and all the muss is kept off
the lawn. Every care is taken to give a most satis-
factory job.



Office

ing presents a progres-
design which not only
ic, long, vertical line
ghly desirable heat re-
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iping. The continuous
pdrrels are made hollow
s; and takeoffs can be
illions and spandrels are
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completely and makes
ut the windows highly



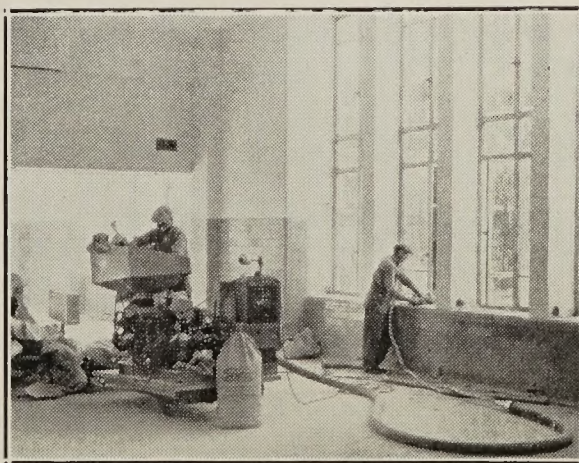
Factory Offices

Office employees can not put forth their best efforts
if they are bundled up in coats or sweaters to keep warm
on Winter days, neither can they put forth their best work
when sweltering hot on Summer days. They must be com-
fortable before they can produce their best work. Top
floor ceiling insulation made the top floor of the above
office building much more comfortable during both Win-
ter and Summer and enabled the employees to maintain a
higher degree of personal efficiency—the most important
factor in any business.



Insulating Inside a Building

Portable blowing equipment is
available that can be used inside a
building. This is particularly ad-
vantageous in insulating tall office
buildings, as less cost is involved in
elevating the material. The photo
at the right shows the manner in
which the spandrels were insulated
in the Post Office shown in the
center. Note the protruding steam
pipes. The rest of the piping is
concealed within the window con-
struction, which is also blown full
of Rock Wool, effectively insulat-
ing the pipes and windows as well.



Insulating Floored Attics or Flat Roof Decks

In the past, insulating under floored
attics or between top floor ceilings and
low flat roof decks was practically
impossible; however, since developing
the blowing method, insulation can be
installed in any place where it is pos-
sible to insert a three inch diameter
conveyor hose.

Even the most inaccessible places can
be thoroughly insulated. Sometimes it
is necessary to make small openings but
these are made in such a manner that
they are not noticeable when replaced.
We assure you nothing will be damaged
and that everything will be replaced
just as it was before insulating.

WHAT IS GOOD YOU BE T

● COMPARE MANUFACTURING METHODS



Gimco No. 130-A Blowing Wool

GIMCO Rock Wool, the basic material of all GIMCO products, is made from the silica rock taken from our own quarries, melted at a temperature above 3000°F., treated at this high temperature by our patented annealing process, and blown into millions of tiny, annealed and toughened fibres. As GIMCO Rock Wool is made entirely of Rock and all processing is done at temperatures above 3000°F, there is no possibility of the finished product giving off an odor, burning or discoloring plaster.

The annealing process produces an unusually fine, long, tough fiber of improved efficiency that will not break down, dust out, deteriorate or disintegrate, and tends to moisture-proof the wool. The degree of treatment is varied to meet the particular atmospheric and temperature conditions to be encountered.

GIMCO Rock Wool contains approximately 90% trapped air and has a conductivity of only .243 Btu.

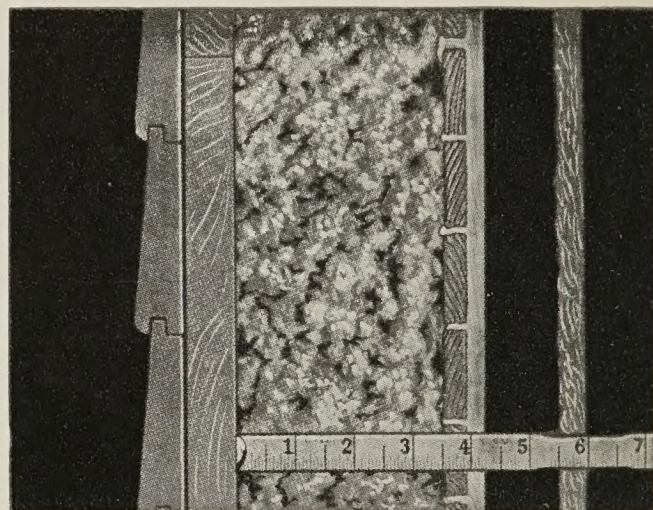
GIMCO Rock Wool is not a by-product but a scientific development from stone--the logical base for a permanent, fireproof building insulation.

● COMPARE HEAT RESISTANCE by comparing Thickness for Equal Resistance

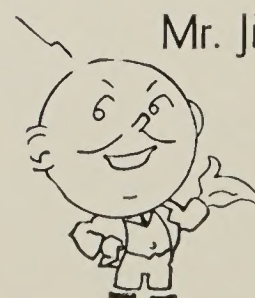
■	3 $\frac{5}{8}$ " of GIMCO ROCK WOOL stops as much heat as:
■	14 $\frac{7}{8}$ " of YELLOW PINE or FIR
■	34 $\frac{1}{2}$ " of GYPSUM PLASTER
■	74 $\frac{1}{2}$ " of BRICK
■	77 $\frac{1}{2}$ " of GLASS
■	124" of CONCRETE

● COMPARE THICKNESS WHY THICK INSULATION?

Which is more desirable on a zero day—a thin top coat or a thick overcoat? The thick overcoat to be sure, because it keeps a person warmer, or insulates a person better from the "cold". The same natural law applies to homes. Now, with the introduction of low cost, full wall thick Gimco Rock Wool blown fill type insulation, the use of thick, adequate insulation is available to every home owner.



Look at the conductivity table at the left. The lower the conductance, the smaller the amount of heat that can pass through and hence the more effective the insulation. See pages 31 and 38 eleventh edition of American Society Heating and Ventilating Engineers' Guide for complete authentic and unbiased information on the conductance of various types of insulated and uninsulated construction.



Mr. Jim Co says ---

"Only thick insulation is adequate home insulation."

● THICK ● EFFICIENT ● FIRE-PROOF ● VERMIN-PROOF



D INSULATION ? HE JUDGE

● CHARACTERISTICS OF GOOD INSULATION

The characteristics of good insulation are: low conductivity, permanence, non-inflammability, vermin repellent and adequate thickness at a comparatively low price. Consider all these points. Compare every other insulation with Gimco Rock Wool. Can they measure up as well point for point?

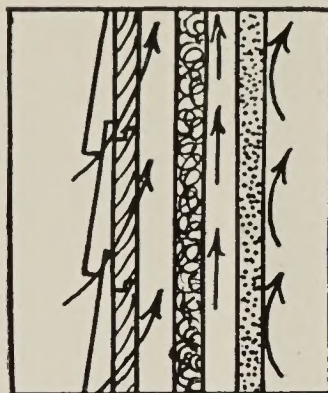
We are confident you will find that Gimco Rock Wool is a superior home insulation.

Furthermore, we wish to make the statement it is our intention that Gimco Rock Wool shall always be the best Rock Wool available. We make nothing else. All our time and thought is devoted exclusively to the production of Rock Wool products. We have a large investment in the industry and are vitally concerned that every home owner shall receive full value for every dollar spent on Gimco Home Insulation.

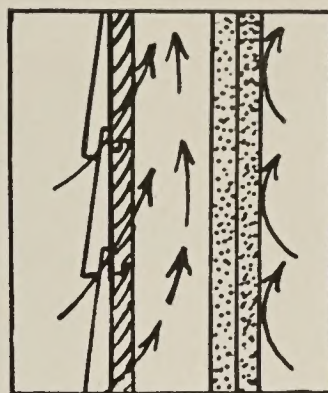
The old idea of supplying insulation in name only can no longer "get by". People are beginning to appreciate that insulation can and will perform as advertized if it is *thick* enough and properly applied.

Gimco has always advocated the use of thick insulation and is sincerely devoted to supplying the demand for thick, adequate insulation because only thick insulation can properly control the flow of heat in either Winter or Summer. Thinner insulations can do some good, but the temperature margin between comfortable and uncomfortable conditions is too small to be properly controlled by thin insulation. Have your walls blown full of Gimco Rock Wool and four inches blown over the ceiling and we assure you, you will have as comfortable a home as it is possible to build from a thermal resistance standpoint.

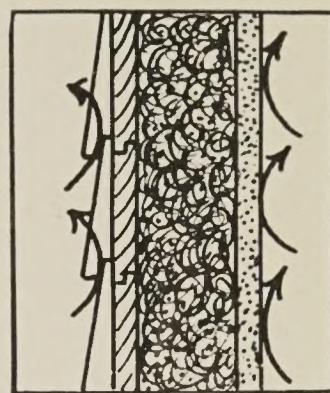
● COMPARE APPLICATION METHODS



Method "A"



Method "B"



Method "C"

(Method A) is to place a quilted or board type of insulation within the center of a wall and thereby form two "dead" air spaces. The value of these so-called "dead" air spaces is questionable due to the fact that cold air can leak through the joints between the siding and at the sill-plate in such a manner as to cool the inside surface of the insulation.

Method (B) is to substitute a 7/16" or 1" board type insulation for the usual wood or metal lath plaster base. This method is possibly more practical than method (A), as the insulation is applied directly to the plaster surface.

GIMCO METHOD

Method (C) is to fill the entire wall space with GIMCO Rock Wool "Blown type". This is the method recommended by heating engineers. The "Blown type" effectively stops air circulation, filling space in which fire usually spreads. At the same time, by this method it is possible to obtain 3 1/2 to 7 times more insulation at no greater costs.

● COMPARE HEAT CONDUCTIVITY With other types of insulation

DESCRIPTION	DENSITY (lb. per cu. ft.)	MEAN TEMP. (deg. fahr.)	THICKNESS OF INSULATION—INCHES			
			1/2	1	2	3 1/2
Chemically treated wood fiber	2.2	90	0.54	0.27		
Eel grass between Kraft paper	3.4	90	0.50	0.25		
Board form insulation made from sugar cane fiber	13.2	90	0.68	0.34	0.17	
Corkboard	10.6	90		0.30	0.15	
Kapok between burlap or paper	2.0	90		0.25		
Flax fiber	13.0	90	0.62	0.31		
(50 per cent hair) (50 per cent jute)	6.1	90	0.52	0.26		
Cellular Gypsum	18.0	90		0.59		0.163
GIMCO ROCK WOOL	7.5	90	0.48	0.243	0.121	0.067

● EVERLASTING INSULATION ● AT NO GREATER COST

● FIRE INSURANCE

Fire Protection

There is considerable difference between fire insurance and fire protection, as every one has discovered whose home has burned.

Fire insurance will buy a new home, new furniture and new trinkets, but it can not replace the many priceless little things we all have gotten together over a period of many years. Neither can fire insurance compensate for injuries or painful burns. Even so, we would not be without fire insurance, as it gives us a sense of protection. Think, however, of the security you could enjoy if you had protection that actually minimized the hazards of a fire. That is an *added* benefit we have to offer you in Gimco Rock Wool Insulation.

Fires are not likely to originate within sidewalls that are filled with Rock Wool as the Wool occupies the entire space and not enough air is available within the wall to support combustion; consequently, any wall fires that occur must take place on the outside of the walls where they can be readily seen and extinguished.



Uninsulated

Notice in the illustration above how the fire burned within the walls of this uninsulated home. In this particular instance, the walls acted as flues, providing a good draft for the attic blaze. Rock Wool blown in the sidewalls and over the ceiling of this home would undoubtedly have prevented much of this loss.

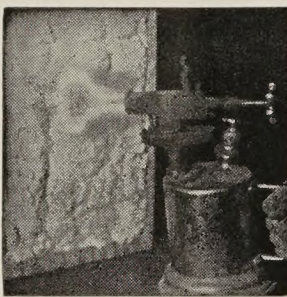
Acts as a Fire Stop

Many fires originate in the sidewalls or attics—places where they are not easily discovered until they have gotten a good start. Considerable damage is done, even if the fire is quickly gotten under control and extinguished. Now, Gimco Rock Wool can not prevent or stop fires altogether, but it can retard the spread of fire to such an extent that a home will not blaze up, like a box of matches and immediately get beyond control.

We have a number of instances on record where Rock Wool has saved homes from being entirely destroyed. In one case of a roof fire at night, the roof burned until it collapsed and, still blazing, fell in on the top floor ceiling. The ceiling was thickly insulated with Rock Wool and the fire burned itself out on top of the Rock Wool without igniting the rest of the home. The Rock Wool protected the occupants of the bedrooms below and saved the home from complete destruction.

Rock Wool Non Combustible

Rock Wool absolutely will not burn—it is not merely chemically fireproofed but, being made entirely of stone, it is *inherently* fireproof. It can be laid directly over a gas flame or subjected to the flame of a blow torch without any apparent damage. Rock Wool will not even char.



Gimco Rock Wool
Absolutely Will
Not Burn.

Approved by Fire Underwriters

Gimco Rock Wool has been tested and approved by the Fire Underwriters' Laboratories for use as an insulating fill in partitions and over ceilings. There is nothing in Rock Wool to support combustion.

Resale Value

Public appreciation of the value of thick insulation is growing every day. People are beginning to realize that it is not necessary to swelter in the Summer or chill in the Winter. They are demanding warm homes in the Winter and cool homes in the Summer. They want to know how much it costs to heat the home through the Winter and whether or not the top floors are like bake ovens during the Summer. Insulation means something to them. They know how much it adds to the efficiency of their stove oven, hot water heater or refrigerator and realize that it will certainly make a difference in a home. In short, a definite preference is being shown for insulated homes—there is no question that insulation adds to the rental or resale value of a property.

"Good Words From Our Friends"

During the hot summer months the temperature of the upper apartments have been lowered to within one degree of the downstairs apartments.

Geo. B. Shropulos
Dallas, Texas

Dr. and Mrs. Semple have lived in their home long enough to become settled and they continue to be very happy over the results obtained for them.

It has been a real pleasure to us to have had the opportunity of working with you and we appreciate your cooperation.

Rapp and Meacham
Cincinnati, Ohio

In fairness let me say that your particular process of insulation, which was efficiently done, produced most satisfactory results, retaining the heat where it belongs, namely within the four walls of the building.

Since having your work done our home is uniformly warm in every room, and best of all, no draft anywhere, and with a saving of fuel that is quite noticeable.

Crossman
Ohio

For several years I have been complaining concerning the gas bill for heating my residence and during the cold weather this bill ran as high as \$31.50 per month. I was persuaded to insulate the ceiling of the second story with Gimco Rock Wool and also to make a change in the kind of burner I was using in my furnace. This insulating was done last fall and the new burner was installed about a week later. We had fairly severe winter weather from November 20 to December 20 this year and I was very much pleased to find that my gas bill was only about \$21.00. This shows a remarkable saving in the amount of gas required to heat the house.

Our hottest inside temperature this warm summer was 76°, and our heat bill last winter for seven rooms and garage with gas heat was \$106
Mrs. R. S. Marsh
Urbana, Illinois

In answer to your inquiry as to the benefits of insulating my home, permit me to say that two of the rooms that we found difficult to keep heated have been made comfortable, the temperature throughout the house is more uniform, the cost of fuel has been reduced and less attention has been required for my oil burner.

E. B. House
Fort Collins, Colorado

G. A. Heilker

The past few days of zero weather certainly has brought to the writer's attention the wonderful benefits to be derived from Rock Wool insulations. Frankly speaking, I doubt if our heating plant would have handled the conditions without the aid of the insulation. The second floor is now always warmer than the first, and there is really a noticeable lack of drafts.

B. E. Reed
St. Louis, Missouri

However, the real test that the insulation is effective is found in the fact that in previous winters we have used our attic for the drying of clothes. During this past winter it has been impossible to dry any clothes in the attic. They would remain wet for several days and show no signs of drying, which is an indication that the insulation does not allow the heat to get to the attic.

Arthur E. Evans
Chicago, Illinois

Replying to your letter of March 31, relative to the insulation that you used on the sleeping porch erected last year, wish to say that we are extremely well satisfied with this product.

W. H. Hopple
Cincinnati, Ohio

The wool that was installed in the room ceilings and side walls materially reduced my fuel bill during the past winter, and it is my judgment that this type of insulation will reduce the cost of heating in the winter, and, particularly in the attics, will materially reduce the temperature in the summer.

Fred M. Legge
Dallas, Texas

I am happy to report that the work of insulation recently completed at my residence is most satisfactory. We notice the difference in conditions already.

Clayton P. Chamberlain
Windsor, Connecticut

I am burning oil and although my house is practically twice the size of my former one I use but very little more oil which I believe is due to proper insulation of the house.

E. H. Beardsly
Elkhart, Indiana

Although we did not occupy the office until the end of the summer we were in there long enough to find out that the second floor was generally cooler than the first in spite of the high temperature outside. For the first time in many years we have an office comfortable to come down to on a cold winter morning, it remaining so all day. This building is very exposed and contains many windows.

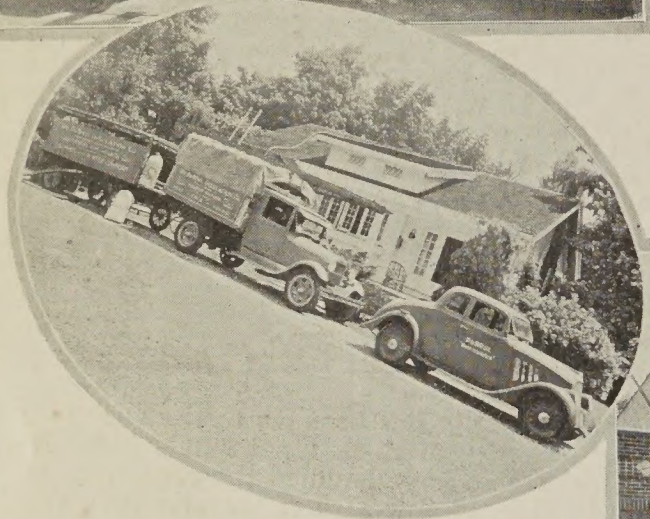
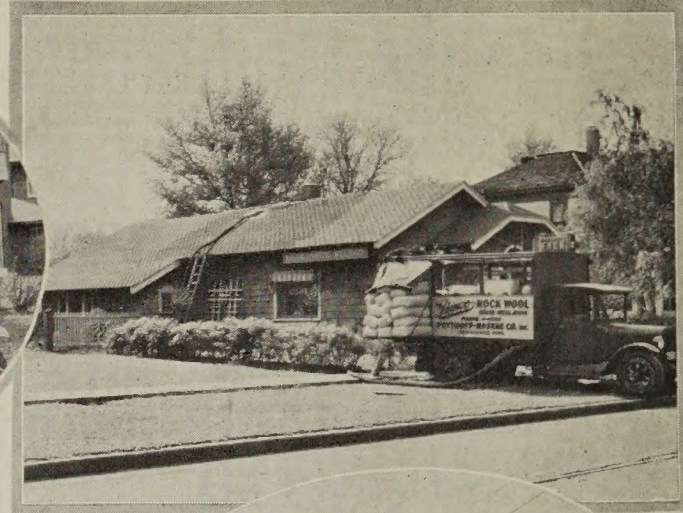
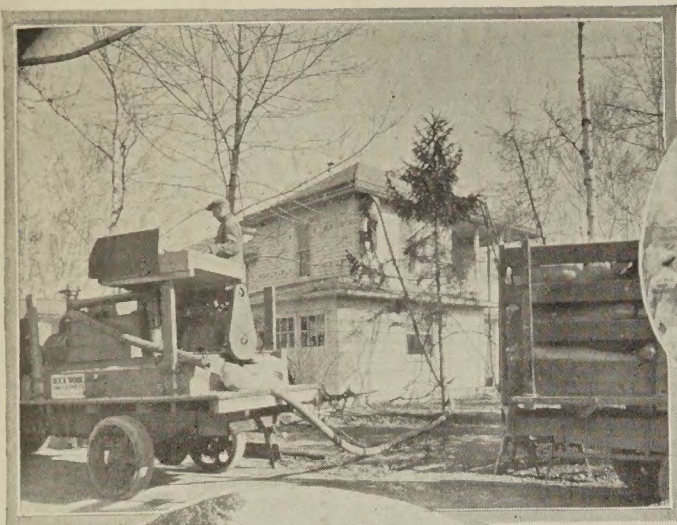
P. N. Lubke, Sec.
St. Louis, Missouri

I find that my heat bills have been reduced somewhat, but the more important feature is that I find greater comfort in winter because of a more even temperature on both the lower and upper floors. Also in summer, the insulation has aided materially in reducing the heat on the upper floor.

J. B. Klein
Cincinnati, Ohio

Last winter we did not have the draft to contend with and the house was easy to heat. This summer we have been able to use our bedrooms without having to wait for them to cool off. The absence of that smell of attic heat has been a big relief and we feel that the expenditure of less than one half of one percent has added much to our investment.

H. W. Lindaman
Columbus, Ohio



Licensed Contractors

We believe that reliability is the first quality to be required of any home insulation applicator; therefore, we will license only the best and most reliable firms to install Gimco products under the Patented Blowing Process.

You can depend on Gimco applicators. They have substantial investments in stock and equipment and occupy a responsible position in your community. They are not "fly by night" organizations but firms to whom we hope you will be pleased to refer your friends.

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